

P-28: Tobacco Cessation Partnership

Venue: Community

Goal: Promoting Cessation of Tobacco Use

Sponsoring Organization: Seattle & King County Tobacco Prevention Program

Abstract: The Community Tobacco Cessation Partnership is a collaborative effort between Public Health –Seattle & King County and the Community Health Council of Seattle/King County. The program is funded through the Public Health – Seattle & King County Tobacco Prevention Program. Program goals are to incorporate tobacco cessation activities into the daily practice of patient services at public health and community clinic sites; incorporate training and increase capacity for behavioral and pharmacological interventions; and increase awareness about the availability, use and effectiveness of cessation services among high-risk tobacco users. Thirty public health and community health clinics are engaged in the partnership project. These sites are actively seeking to improve their interventions with tobacco users and clients who are exposed to secondhand smoke. Health care providers from the participating sites report increasing the frequency of their tobacco use interventions with clients since the beginning of the program.

Recommendations: Build a support network first. Create community support among stakeholders, clinics and the community. Having a community liaison can be a easier method for breaking into the clinic system than contact by paid staff. Consider creating an internship program to recruit college juniors and seniors to provide program support. The project requires a great deal of dedication at the beginning, but it creates a cultural change in the way clinics deal with their clients' tobacco use and eventually becomes less difficult to monitor.

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